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Carmen Simon - Impossible to
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Customers Forget Your Content
Carmen Simon | Impossible to
Ignore (Episode 533) Impossible

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To Ignore Chapter 1 Book
Breakdown \Impossible To
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Impossible to Ignore: Creating
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[PREVIEW] Impossible to Ignore
Book Club Capstone Dr Carmen
Simon: More Memorable Writing

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by Kia5 ~~good writing tips from bad
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Presentation: 4 Step Formula for a
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~~a Story Idea — Spider-Man 2~~
(2004) - Doctor Octopus Lab Fight
scene - Movie Clip The
Cranberries Dreams cover,
University of Phoenix commercial,
full song Carly Simon As Time
Goes By ~~How to Get a Book Idea~~
~~(when you have nothing)~~ Top 5

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Reasons We Reject Picture Books

~~Carly Simon - Coming Around
Again (Official Video)~~ What to do

when the Goal seems Impossible

~~Jason Selk - Speakers' Spotlight~~

~~Showcase 2016 Impossible to~~

~~Ignore Carmen Simon -~~

Neuroscience Workshop

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~~Spiderman 2: How to Write An
Iconic Scene~~ Carmen Simon -
Engaging Engaging Content How to
Get Your Audience to Remember
Your Message with Carmen Simon
| PPP97 Unforgettable — The
Neuroscience of Memorable
Content - Dr. Carmen Simon (IDW

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2015) The Cranberries - Dreams
(Official Music Video) How To
Create Influential \u0026
Memorable Presentations: Seven
PowerPoint \u0026 Persuasion For
Live Pitches Impossible To Ignore
Creating Memorable
Drawing on the latest research in

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neuroscience and cognitive
psychology, Impossible to Ignore
is a practical step-by-step guide
that will show you how to control
the 10 percent that your audiences
do remember by creating content
that attracts attention, sharpens
recall, and guides decision-making

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Memorable Content To

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~~Creating Memorable ...~~

Impossible To Ignore: Creating

Memorable Content to Influence

Decisions by Carmen Simon was

chosen by Soundview Executive

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Book Summaries as one of the Top
Business Books of 2016. THE
SOUNDVIEW OVERVIEW:

Audiences forget up to 90 percent
of what you communicate.

Decisions

~~Impossible to Ignore: Creating
Memorable Content to ...~~

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Whether you're giving a presentation, conducting a meeting, delivering training, making a sales pitch, or creating a marketing campaign, these field-tested techniques will help you develop content that speaks to people's hearts, stays in their

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heads, and influences their
decisions. It 's not just
memorable—it 's Impossible to
Ignore.

Content To Influence

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Memorable Content to ...~~

Drawing on the latest research in

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neuroscience and cognitive psychology, Dr. Carmen Simon reveals how to make your content memorable and impossible to ignore. That means no more redundant meetings, no more rambling e-mails, and no more anemic presentations. Dr. Simon

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shows you how to execute a
proven three-step plan for
persuasion:

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Impossible to Ignore: Creating
Memorable Content to Influence
Decisions by Carmen Simon
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people's hearts, stays in their heads, and influences their decisions. It's not just memorable -- it's Impossible to Ignore.

Content To Influence

~~Impossible to Ignore: Creating Memorable Content to ...~~

Make Your Marketing Content

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Impossible to Ignore If you want your marketing content to fuel buying decisions, you must make it memorable. Do this by creating a focused 10% message, thoughtfully repeating that message in your content, and establishing a pattern for your

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~~Impossible to Ignore: The Science
of Highly Memorable ...~~

Impossible to Ignore is a different
kind of presentation design / visual
communications guide book. Like
other books, it has plenty of

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insights on how to design effective presentations. What sets it apart are the explanations for why they work and when to use them. In a way, Impossible to Ignore reads like a textbook for effective presentation ...

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~~Impossible to Ignore: Carmen
Simon, PhD, Barbara Hawkins ...~~
Dr. Carmen Simon explains what
happens next in Impossible to
Ignore: Creating Memorable
Content to Influence Decisions.
Soon you 're forgotten as the
crowd moves on to the next

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Memorable event. Indeed, this is why media appearances are overrated. People see you on TV (and I've been on the biggest shows in the world) and then forget about you.

~~How to Become Impossible to~~

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~~Ignore — Mike Cernovich To~~

When our brain is at the fork in the road where it ' s making a decision, it goes in one of three ways, according to Dr. Carmen Simon, author of Impossible to Ignore: Creating Memorable Content to Influence Decisions — and they all

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Memorable Content To
involve memory. They are:
Pavlovian: Innate reflex prescribed
genetically. “ It doesn ’ t take a lot
of training to realize that we
shouldn ’ t touch hot surfaces, ”
says Carmen.

~~Carmen Simon | Impossible to~~

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~~Memorable Content To
Ignore (Episode 533)~~

Whether you're giving a presentation, conducting a meeting, delivering training, making a sales pitch, or creating a marketing campaign, these field-tested techniques will help you develop content that speaks to

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Creating Memorable
Content To Influence
Impossible to Ignore: Creating
Memorable Content to ...

people's hearts, stays in their heads, and influences their decisions. It's not just memorable it's Impossible to Ignore.

Impossible to Ignore: Creating
Memorable Content to ...

Impossible to Ignore: Creating

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Memorable Content to Influence
Decisions by Carmen Simon A
cognitive scientist, she is the co-
founder of Rexi Media, a
presentation design and training
company. She holds doctorate
degrees in both instructional
technology and cognitive

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psychology and is a recognized expert in presentation design, delivery, and audience engagement.

~~The Marketing Book Podcast:
"Impossible to Ignore" by ...~~

Impossible to Ignore will become

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an essential part of our strategic planning process. Chris Meyer, CEO, George P Johnson Experience Marketing. It is important to dream big about resolving important issues: climate change, alternative energy, boosting the economy. And in that

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process, others must remember
your dreams.

~~Impossible to Ignore: Creating
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Big dreams are never
accomplished solo. Dr. Simon s
book points to the benefits of

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social memory: it is only when others remember us that we impact important issues and become impossible to ignore. Rex R. Parris, Mayor, Lancaster, California

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Impossible to Ignore describes complex concepts in a very engaging manner and offers practical examples to help translate psychological principles into application." --Leah VanZelm, Vice President of Audience

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Strategy at Merkle "Our agency spends every day building and delivering experiences that are impactful and memorable.

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Whether you ' re giving a

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presentation, conducting a
meeting, delivering training,
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Memorable Content To
are easy to process, hard to
forget, and impossible to ignore-
using the latest in brain science.
Audiences forget up to 90 percent
of what you communicate.

Decisions

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